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Hauling
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PATENT

Attorney Docket No. 400979

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

MITSUNARI UOZUMI

Application No.: Unassigned

Art Unit: Unassigned

Filed: February 6, 2001

Examiner: Unassigned

For: ADVERTISEMENT DIS-
TRIBUTION SYSTEM AND
METHOD IN SPORT BROAD-
CASTING

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D. C. 20231

Dear Sir:

Prior to the examination of the above-identified patent application, please enter the following amendments and consider the following remarks.

IN THE ABSTRACT

Replace the existing abstract with:

A1
An advertisement distribution system includes a player information database containing player information including a profile of a team or player participating a tournament; and a sponsor database containing ID information of a company willing to sponsor a match, registered to correspond to match information including an opponent, and date and time of the match. A page for advertisement determination processing section registers in the sponsor database ID information of a company to correspond to a

A/ match involving a team designated by the company, based on the content set in the player information database. An advertisement insertion processing section specifies a sponsor in the sponsor database, for a match aired in each broadcast page created, and extracts an advertisement of the sponsor from an advertisement master for insertion into a corresponding broadcast page. The advertisement distribution system places in sports broadcasting an advertisement suited to the tendency or preference of sports viewers.
